

Understood.org Transfer Strategy



**Zero Project
Impact Transfer**

powered by EssI Foundation and Ashoka

Kevin Hager | Managing Director, Understood

Powered by National Center for Learning Disabilities
In collaboration with 14 founding nonprofit partners

The Challenge

1 in 5 kids have brain-based learning and attention issues. They often go unsupported and about half go undiagnosed. Although as smart as their peers, they have much lower graduation rates and about twice the rate of unemployment and incarceration.

Understood's Theory of Change:



What we believe:

An informed and confident parent can enable a child with learning and attention issues to thrive in school and in life.



Our intended impact:

Clear the path to confidence for parents so they have the information and resources they need to be capable, confident and less stressed as they support their children.



Our Solution & Results

Supporting millions of families by helping parents help their kids

- 3,500+ personalized resources
- 5 state-of-the-art tools
- Public and private communities
- Donated national ad campaigns
- 2 million+ people each month
- Parents feel less stressed and more confident

The screenshot displays the Understood website interface. At the top, the logo 'Understood' is followed by the tagline 'for learning & attention issues'. Navigation links include 'About', 'Donate', 'Take Action', 'Sign Up or Sign In', and a search bar. A language selector shows 'English' and 'Español'. A dropdown menu is open for 'Your Parent Toolkit', listing categories: 'Learning & Attention Issues', 'School & Learning', 'Friends & Feelings', 'You & Your Family', and 'Community & Events'. The main hero section features a photograph of a father and son looking at a tablet together, with the text 'Get personalized recommendations for you and your child. Dive in.' Below this is a 'How can we help?' section with a dropdown menu currently set to 'My child struggles with...'. The 'Featured Resources' section contains six cards: 'How to Organize Your Child's IEP Binder', '2-Minute Tutorial: How to Teach Your Child to Tie Shoes', 'At a Glance: Helping Kids With ADHD Manage Screen Time', 'An Open Letter to the Parents Worried My Son Is in Their Child's Class', 'The Difference Between IEPs and 504 Plans', and 'A Day in the Life of a Teen With Dyslexia'. At the bottom, there are two sections: 'Chat With an Expert' showing a chat window titled 'Inside an Evaluation' and 'Join a Discussion' with a post titled 'Our fourth-grader writes at a first-grade level. What can we do?'.



Understood's Emerging Replication Strategy

The How:

LOCAL PARTNER

Legal landscape expertise and management
Content localization
Coalition management
Organizational and technical infrastructure capacity



GLOBAL & LOCAL CHAMPIONS

Funding
Relationships

UNDERSTOOD

Unifying principles
Expertise
Research
Best practices
Content
Ongoing consultation

The Where:

Countries already using Understood

United Kingdom
Canada
Spain
Argentina
Columbia
India
Australia
Mexico



How you can help

- What potential key partners and stakeholders do you know in your country who might be interested in partnering?
- How do you feel about our replication strategy and our list of potential transfer countries? What suggestions do you have?
- How can you help Understood create and foster a global conversation around learning and attention issues?



THANK YOU

Kevin Hager

Managing Director,
Understood

Vice President & Chief Digital Officer,
National Center for Learning Disabilities

khager@understood.org

Understood.org

